

Intervention: Media and social marketing

Finding: Sufficient evidence for effectiveness

Potential partners to undertake the intervention:

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| <input checked="" type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input checked="" type="checkbox"/> Health care providers | <input type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input checked="" type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background:

Marketing initiatives include promotions and advertising that support or encourage breastfeeding as well as imagery in the mass media that strengthen the perception of breastfeeding as a normal, accepted activity. Social marketing campaigns go beyond media campaigns. They are comprehensive, multifaceted approaches providing targeted interventions to a variety of audiences, including consumers, their support systems, health care providers, and the community.

Findings from the systematic reviews:

There is sufficient evidence that media campaigns, specifically television commercials, increase breastfeeding initiation rates. Comprehensive social marketing approaches with interventions to increase public awareness through media and other outlets increase both initiation rates and duration of breastfeeding.

Limitations/Comments:

The recommendations in this priority area are largely informed by the Centers for Disease Control and Prevention (CDC) Guide to Breastfeeding Interventions. Although the CDC report draws heavily on the reviews of the Cochrane Collaboration, a well-respected source of research in public health, its methodology for categorizing interventions is not outlined explicitly.

References:

Shealy KR, Li R, Benton-Davis S, Grummer-Strawn LM. The CDC Guide to Breastfeeding Interventions. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005. Available online at:
http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf